



Michigan Economic Development Corporation

Presentation to:
Michigan Transportation Summit
Planning Committee
October 13, 2003

MEDC Objectives

- **Grow Michigan's Economy**
 - Retain Michigan Business
 - Attract New Business to Michigan
- **Foster Michigan's Emerging Business Sector**
- **Strengthen Michigan's Core Communities**
- **Market Michigan**



Key Programs

- **Account Managers**
 - 5000+ visits per year
 - Identify key business Issues
- **Tri-Technology Corridor**
 - Life Sciences, Auto, Homeland Security
- **Manufacturing Matters**
 - Ensure the stability of manufacturing sector



Economic Development & Infrastructure

- **Transportation services are vital to the business community.**
- **Products and supplies must be moved in and out of the state in an efficient and timely manner.**
- **Road, air, and shipping concerns are often raised by business.**



Michigan's Infrastructure

- **MEDC conducted a comprehensive study of Michigan's business competitiveness in 2002.**
- **Infrastructure was a key sector reviewed.**
- **Michigan ranked well, but there is room for improvement.**



Infrastructure: Strengths and Weaknesses

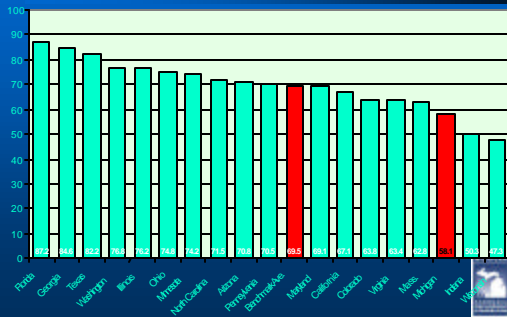
- **Strengths**
 - Utility reforms offering competitive choice
 - New Midfield Terminal in Detroit
- **Weaknesses**
 - Low number of flights per capita
 - High level of urban traffic congestion



Infrastructure

Benchmark Rank: 16

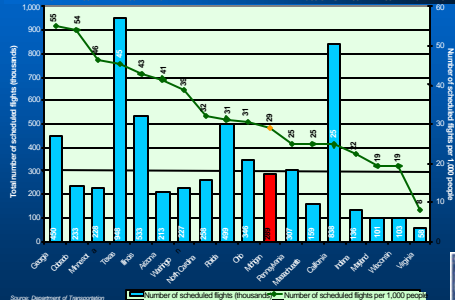
National Rank: 22



Scheduled Flights per Capita

Benchmark Rank: 11

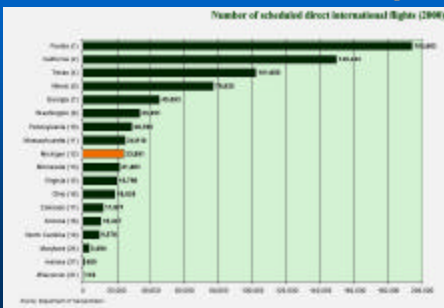
National Rank: 20



Source: Department of Transportation

Infrastructure :

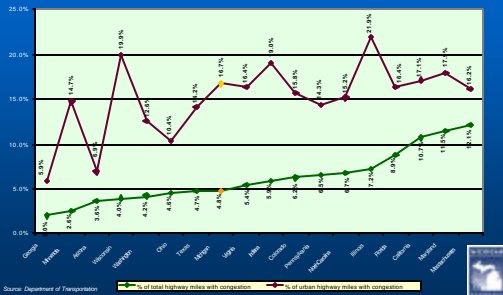
Number of Scheduled Direct International Flights (2000)



Source: Department of Transportation

Highway Congestion

Percent of highway miles with congestion (2000)



Source: Department of Transportation



Case Studies

Michigan Economic Development Corporation

2002 Michigan Travel Data

- Visitor Spending **\$15 billion**
- Jobs **188,000**
- State Taxes Generated **\$868 million**
- Volume (person-days) **189 million**
79% leisure, 21% business travel
- Rank in total & leisure travel volume **7th**



Travel Michigan's Programs

- **Marketing** – Advertising, Publications, Press and PR
- **Consumer Fulfillment** – Web Services, Call Center, Welcome Centers
- **Research** – Planning, Evaluation, Industry Impact



TM's Promotion Budget

- **FY '04** **\$5,717,500**
- **FY '03** **\$6,417,500**
- **FY '02** **\$7,442,500**
- **FY '01** **\$8,042,500**



Transportation Type in Michigan: Part of Michigan's Tourism Infrastructure

Business and Leisure Travel			Leisure Travel Only		
Type of Transportation	Destination State		Type of Transportation	Destination State	
	Michigan	all other states		Michigan	all other states
TOTAL	100.0%	100.0%	TOTAL	100.0%	100.0%
Car	66.6%	60.0%	Car	68.9%	63.2%
Van/Small Truck	14.4%	11.3%	Van/Small Truck	15.1%	11.7%
Airplane	9.5%	19.8%	Airplane	7.2%	17.0%
Camper / RV	4.1%	2.6%	Camper / RV	4.0%	2.9%
Large Truck	2.9%	2.8%	Large Truck	2.7%	2.0%
Bus	1.8%	1.8%	Bus	1.4%	1.6%
Train	0.4%	0.5%	Other	0.4%	0.8%
Other	0.3%	0.8%	Train	0.2%	0.4%
Ship	0.1%	0.4%	Ship	0.1%	0.4%



Other Michigan Tourism Issues

- Signage – Concerns in the tourism industry that sign and billboard requirements are more restrictive than necessary.
- Highway Expansion/Development Decisions – Concerns that decisions about the need for new or expanded highways are based on current demand rather than economic development potential.



Welcome Centers: Valuable Industry Resource



Welcome Center Visitors



Yr.	Visitors
2003	6,403,094 (thru Aug.)
2002	8,452,867
2001	8,389,781
2000	8,504,030

Data Adjusted for Closure of Coldwater in Dec. 2001